DEMOCRACY GRANTS PROGRAM APPLICATION INSTRUCTIONS

READ CAREFULLY THESE INSTRUCTIONS BEFORE FILLING OUT THE APPLICATION FORM

- Use the standard format. Projects submitted in any other formats will not be accepted.
- Democracy Grants Program will only accept electronic application forms in original .doc format. If you want to compress the files use .ZIP format only.
- Each space for your answers is limited to a certain number of characters. Be aware when you copy and paste longer texts from other documents.
- The Application must be completed in English. Projects submitted in other languages will not be reviewed.
- Make sure your organization meets the eligibility requirements of the program.
- Make sure the project you are submitting is related to at least one of the themes of the Democracy Grants Program.
- We recommend that you keep a copy of the completed application form for your records.

NOTE: The application form can only be completed using Microsoft Word Software. If you do not have this software, you are welcome to use a public workstation at the American Resource Center to fill out the form.

1. GENERAL INFORMATION:

1.1. Applicant Organization

a. Organization Name (English): Enter the full name of the applicant organization in English.

b. Organization Name (Original): Enter the full name of the applicant organization in Romanian

c. Address: Enter the complete physical address of the organization (street, number, floor, office/apartment #)

d. Town: Enter town name

e. District: Enter raion information

f. Website: Specify the address of the website. Leave blank if the applicant does not have a website

g. Tax code: Enter the Tax Code ID of your organization (Fiscal Code).

1.2. Organization leader

a. Last Name: Enter the last name of the leader of applicant organization

b. First Name: Enter the first name of the leader of applicant organization

c. Telephone: Enter contact telephone number of the leader (fixed line)

d. Mobile: Enter contact telephone number of the leader (Mobile)

e. Fax: Enter the fax number

f. E-mail: Enter e-mail address of the leader of the organization. If you have multiple e-mail addresses, include the one you check most frequently.

2. BACKGROUND OF ORGANIZATION:

2.1. Description

Provide a short description of the organization. Answer the following questions:

- When was the organization officially registered?
- What kind of organization is it?
- What is the mission of the organization?
- What is the primary target group (beneficiaries) of the NGO (youth, elderly, women, students, unemployed, etc)?

2.2. Past Grants (U.S. Embassy)

List the grants the organization has received in the past from the U.S. Embassy starting with the most recent.

For each grant include: grant period, project title/brief description and the amounts received in US dollars.

2.3. Past Grants (Other)

List the grants the organization has received in the past from other donor agencies starting with the most recent.

For each grant include: grant period, project title/brief description and the amounts received in US dollars.

3. PROJECT DESCRIPTION:

3.1. Project information

a. Project Name: Include a short descriptive name for the submitted proposal.

b. Duration (months): Enter the project duration. Project duration cannot exceed 12 months.

c. Start date: Enter the anticipated start date of the project while realizing that selection process may take up to four months. We recommend that you keep this in mind when planning your project. Correct date format: 12/31/2011

d. End date: Enter the anticipated end date of the project. Correct date format: 12/31/2011

3.2. Executive summary: (max. 1500 characters)

This is the summary of the entire proposal and should include brief descriptions of key information from each section of the proposal. The following questions should be answered in 2-3 sentences:

- Who is requesting the grant?
- Why are you requesting it?
- What problems will you address and where?
- How long will the project last?
- What results do you expect to achieve?

Sample: *The Children are our Future NGO will implement an eight month project that will help teach 30 children from all areas of Moldova, ages 12-16, the values of a democratic society. The NGO will use the funds to address the lack of after school activities for children from disadvantaged backgrounds through the teaching of American sports such as baseball and basketball, which will prepare them to meet the challenges they will face and to take leadership roles in their community. At the end of this project the beneficiaries will have a better understanding of self discipline, respect, teamwork and the realization of what sports bring to communities, including stable relationships between all members of society.*

3.3. Project Justification: (max. 2000 characters)

Write about the problem the project intends to address and qualifications of the organization. Explain problem or need the project is addressing:

- Describe the relevance of your project and its importance for Moldova. Be brief.

- Provide up-to-date statistics and research findings. Cite each statistic or finding with a parenthetical citation.
- Discuss the type of project that is needed to address the problem.

3.4. Project Goal and Objectives (max. 1500 characters)

In this section of the proposal, state the overall project goal and the specific objectives that will be achieved during the project.

Goal

The project goal refers to a general, long-term change, such as a change in attitudes or in public policy. Due to limitations in the scope of the intervention, geographic coverage, and available resources, a single project usually will not be able to achieve the goal by itself, but will contribute to the achievement of the goal. Much of the time you will not attempt to measure your goal during the life of your project.

Tips for writing goals:

- Refer to the major social problem
- Refer to your focus population and location
- Use clear terminology

Sample goal: The goal of the proposed project is to raise awareness between Moldovan citizens on both sides of the Nistru through increased dialogue that will help to discredit stereotypes and promote trust and understanding between the people of Moldova.

Objectives

Objectives refer to the intermediate changes desired among the focus population as well as describe the expected results of your project. Objectives are more specific than goals and refer to a specific location and time period. Unlike a goal, which a project will only partially contribute to achieving, the project objectives do need to be achievable and measurable within the scope of the project.

Later, as the project is implemented, you should report on each objective and provide data demonstrating the degree to which the project objectives specified in the proposal were met. In other words, the project objectives will need to be measured by the project.

Well-written objectives identify:

- WHO will be reached
- WHAT change will be achieved
- IN WHAT TIME PERIOD the change will be achieved

- WHERE will it be achieved (in what location)
- Relevance for Moldova

It is important that objectives be realistic, not just impressive, as unfounded objectives undercut the credibility of the entire project.

Objectives should be "SMART":

- Specific to avoid differing interpretations
- Measurable to monitor and evaluate progress (preferably numerical)
- Appropriate to the problems, goal and your organization
- Realistic achievable, yet challenging and meaningful
- Time-bound - with a specific time for achieving them

Sample objective: *At the end of the one-year project, increase awareness among national policymakers (legislators and Ministry of Health officials), women's groups and other nongovernmental organizations of the consequences and extent of unsafe abortion in Country Z and strategies to address it (emergency contraception, post-abortion care, and safe abortion services).*

Present your objectives as "Objective 1," "Objective 2," and so on. This will help you refer to them in other parts of the document.

3.5. Project Activities (max. 6000 characters)

In this section of the proposal, provide more details about the specific activities that will be conducted. The activities should support the achievement of the objectives.

For each activity, discuss:

- How will it be conducted?
- Who will lead the activity?
- Who are the beneficiaries? Will the beneficiaries be involved in the design, implementation or evaluation of the activity?
- How many beneficiaries will be directly involved?
- How will you recruit or attract them? How can you maximize their participation in the activity?
- When will the activity occur? For how long? What will be the frequency of the activity? (Will it happen once, or will it be repeated?)

- What materials will you need to conduct the activity? Will materials or curricula have to be developed or do the materials already exist? Will the materials need to be adapted to the new population, and if so, how?
- Will your organization collaborate with other organizations to carry out the activity? What will be the role of each organization?

The activities described in this section need to be consistent with the budget.

3.6. Monitoring and evaluation (max. 2000 characters)

This section provides details on how the effects of the intervention will be measured. In addition, a well-designed monitoring and evaluation plan will enable project staff to understand how the project is functioning and to make decisions throughout the life of the project.

The monitoring and evaluation section should answer the following questions:

- What indicators will be measured?
- Where will the information or data come from?
- Who will collect the data?
- How and how often will data be collected?
- How and how often will reporting occur?

3.7. Key Personnel (max. 2000 characters)

We want to be convinced that the project will be carried out successfully, and that the human resources are adequate for the tasks proposed. In this section of the proposal, describe:

- Who will work on the project?
- What responsibilities will they have?
- What qualifications do they have?
- What proportion of their time will be used to support the project?

If volunteers will constitute a significant portion of the human resources needed for the completion of the activities, then this can be described as Key Personnel. The responsibilities and qualifications of the key personnel should be specified.

If your project will rely on a consultant, include the consultant in this section as well. Discuss whether you already have the staff needed for the project, or whether the staff needs to be identified and hired.

3.8. Project Partners (max. 1000 characters)

Who will be your partners in the implementation of this project? Describe the role of each partner.

3.9. Strengths and Innovation (max. 1500 characters)

Providing funds to an organization is not only an opportunity to address important issues, but also a risk. To help minimize the risk and to reassure that the project will meet its objectives, it is important to convey the strengths of the project. This may relate to your organization, your partners, your experience with the focus populations, the fact that the strategies have been successful elsewhere, and so on.

In addition, we want to consider new initiatives, pilot projects, or projects with innovative qualities. This section of the proposal is a place for you to reiterate what is innovative or interesting about your project, what sets it apart from other projects. Talk about the innovative features in the project design, in the process of conducting the project, or in the programmatic elements. For example, if you will reach out to youth with new technology as part of the project, this may be considered innovative if it has not been done before. If you are reaching out to a population that has been neglected before, mention this. If your organization is forging links between groups that have never worked together before in order to address the same goals, then discuss this. The innovative qualities of a project should be highlighted in the Executive Summary and discussed in the Activities sections of the proposal, as well.

Some projects are justifiably not striving for innovation; rather, they may be implementing strategies that have been proven to be effective. In this case, you may choose to focus on the strengths of the project.

3.10. Sustainability (max. 2000 characters)

Sustainability refers to the ability of a project to continue once the initial grant or external source of funding has ended.

Thinking about the sustainability of a new project may seem difficult. You may wonder, "If the project has not even started, how can we plan for its continuation?" The following reasons justify thinking about sustainability:

- To ensure that beneficiaries will continue to be served
- To reassure the donors that their investment will not be lost
- To convince the donor that you have planned wisely for the future of your project
- To ensure that the organization's investment (direct and indirect) is not lost

Although assuring the continuation of activities beyond a period of donor funding is a challenge, it is possible. Designing your project appropriately from the beginning can help. Some strategies to generate local income or to cover the costs of the project that could be explored are as follows:

- Integrate the project into your organization's budget and cover its costs through normal fundraising means.

- Seek other local, national, or international donors who can support the project and may have a long- term interest in the project's success.

- Sign agreements or enter into collaboration with other institutions, such as governmental agencies, which can assume some responsibility for the project or can finance the project.

- Involve the community or beneficiaries in planning for the Sustainability of a project that affects them.

- Offer to sell your organizational expertise gained from the project to other organizations, through the provision of technical assistance or training.

- Improve efficiency and reduce costs.

- Collect fees from clients or users for services and products provided, as appropriate.

- The project itself may not need to continue, but aspects of it may be incorporated into the regular work of the organization.

For example, if your project created guidelines for a special kind of service delivery, these may be included in the overall protocols and training materials of the organization.

In the proposal, it is important to demonstrate you have thought about the issue, and will explore strategies that are feasible to achieve some level of sustainability.

4. BUDGET:

The Budget section should reflect the staffing and resource requirements for the project. Make sure that this section is as clear as possible. The budget may be accompanied by a narrative. We should be able to look at the Budget and the accompanying Budget Narrative and see almost everything we need to know to make a decision about the project. The Budget relates directly to the Activities described in the proposal. Consider the following tips relating to the budget format and costs:

Supplies	Set of office supplies for beneficiaries (100 x $3.00)= $ 300.00 Set of office supplies for trainers (4 x $30)= $120.00 Paper A2 (20 x $10) = $200.00 Paper A4 (20 x $5) = $100.00 Toner cartridge (3 x $8) = $24	$744.00
Contractual		$0.00
Other Direct Costs	Phone services ($30 x 9 months)= $ 270.00 Internet ($20 x 9 months) = $180.00	$ 450.00
Indirect Costs		$0.00
Total Requested:		$15,992.00
Contributions	Transportation costs	$500.00
Project Total		**$16,492.00**

Figure 1: Sample budget

Format

- Figures must be rounded to the nearest single unit of currency.
- Budget should be presented in U.S. dollars.

Unallowable Items:

- Construction services and construction materials
- Public utilities (heating, gas, electricity);
- Office rent
- Prizes, entertainment, alcoholic beverages;

Budget items with limitations:

Meals (working lunches, coffee breaks, dinners). The amount requested for meals cannot exceed 10% of the total requested from the Embassy. Whenever possible, try to cover the costs related to these expenses from your own contribution or contribution of other donors. The goal of our grants is to teach timeless principles, food - which has no intrinsic educational value and (usually) no lasting effect -- wouldn't seem to be the best thing on which to spend our limited funds. Make absolutely sure it is integral to the program event i.e. a clear necessity for the success of the project. Your grant funds may never pay for alcoholic beverages or entertainment. If they are indeed deemed necessary for the success of an event, get someone else to pay for it. In cases when restaurants are readily available, a better solution than providing food is providing per diem.

Salaries. Salaries may be paid only to persons directly involved in the project. Staff costs should reflect salaries by monthly rate, and the proportion of their time to be spent on the project. For example: Project Coordinator (100%) @$100/month x 12 months = $1,200 Total salary levels (including other sources) should be reasonable and no higher than other local salaries, and certainly US salaries, for similar work.

They should be calculated based on the total number of hours to be worked by the employees for the duration of the project. Try to take into account other work they may be performing for other projects or activities when estimating the total hours worked each day on your project.

Equipment: Equipment costs must be well researched and justified. From the Activities section, and the Budget narrative, it should be clear why your project needs new equipment, e.g. a computer projector. Items that appear unreasonably expensive, or surprisingly inexpensive, will undermine the credibility of the proposal and the project.

4.1. Budget Summary

Standard Categories:

Personnel

Personnel category includes costs for any personnel directly employed by the recipient organization that can be directly attributed to the grant. It does not include personnel that indirectly work on the grant such as financial administration, secretarial or maintenance staff that work for the organization, but not on the grant. It could also include percentages of employees' time as long as that percentage is directly attributed to the grant. This could include project directors who administer several grant programs, persons hired to work on several different programs or work only part time on grant related activities.

Fringe Benefits

Fringe benefits category includes cost for items such as pension plans, expenses for social security, health benefits, or other benefits that conform to an organization's established policy. Again, fringe benefits would be for personnel directly working on the project. Often, this is shown as a percentage of salary or wages and would conform to the organization's established policy.

Travel

Travel category includes costs for domestic and international air fares, per diem rates, hotel costs, and local travel. All travel costs should be directly attributable to a grant project. Travel costs must be reasonable and itemized by the grantee.

Equipment

Equipment means tangible, nonexpendable property including exempt property charged directly to the award having a useful life of more than one year and an acquisition cost of $100 or more per unit. This would include computer equipment, specialized equipment, air conditioning/heating equipment, installation, maintenance and anticipated repair costs.

Supplies

Supplies category includes costs for general office supplies, computer software, consumable automotive supplies, or other expendable supplies.

Contractual

Contractual category includes costs for procurement contracts under an award or sub-tier awards for goods or services. Contractual would include conference room rental, speaker's fees, including but not limited to per diem and/or travel, security guard service, banking services, accounting services and audits.

Other Direct Costs

Other direct costs could include furniture, lamps, small equipment with a value of less than $100, postage, telephone, internet charges, printing and publishing materials, etc.

Direct costs are costs that can be identified specifically with a particular sponsored project, an instructional activity, or any other institutional activity, or that can be directly assigned to such activities relatively easily with a high degree of accuracy.

Indirect costs

Indirect costs are those that are incurred for common or joint objectives and therefore cannot be identified readily and specifically with a particular sponsored project, an instructional activity, or any other institutional activity. Typical examples of indirect cost for many non-profit organizations may include the costs of operating and maintaining facilities, and general administration and general expenses, such as the salaries and expenses of executive officers, personnel administration, and accounting. Normally the Democracy Grants program does not fund indirect costs, therefore all costs should be represented, whenever feasible, as direct costs.

Contributions:

Cost sharing refers to that portion of the project or program costs not borne by the U.S. Embassy which includes cash and third party in-kind contribution. These costs must reflect the realistic capacity of the applicants and any third party contributions.

4.2 Budget Narrative

Use this section to provide brief justification for the included budget.

4.3 Miscellaneous

Use this section to provide any additional information about the project.

5. Certifications

Mark the first checkbox to certify that the statements contained in the form are true, complete and accurate.

Mark the second checkbox to certify that you have read, understood and followed the instructions provided with the form.

Sign the form by writing your name in the box.

Enter date.

Important Submission Information

The application shall be submitted <u>electronically</u> to the following email addresses:

To: moldovagrants@state.gov

CC: pasgrants@gmail.com

Subject: Democracy Application

Please submit your application to **both** emails in order to ensure that your application is received.

Funding Level I

For **grants between $1,000 and $5,000** please submit the electronic versions of the following mandatory documents:

1. Application format (Microsoft Office Document Format) completed in English
2. CVs of the implementation team and experts (English or Romanian)
3. Monthly workplan (English or Romanian)

Funding Level II

For **grants between $5,000 and $15,000** the applicant must meet the following criteria:

- Applicant should complete successfully one Level I grant under Democracy Grants Program

- Applicant should have an updated Website

Applicant shall submit the following mandatory items:

1. Application format (Microsoft Office Document Format) completed in English
2. CVs of the implementation team and experts (English or Romanian)
3. Monthly work-plan (English or Romanian)
4. Annual Activity and Financial Report for the previous year (English or Romanian)

Level III Funding Level

For **grants between $15,000 and $24,000** the applicant must meet the following criteria:

- Applicant should complete successfully one level II grant under Democracy Grants Program.

- Applicant should have a publicly available Annual Activity and Financial Report (on website) for the most recent year

- Applicant should have an updated Website

- Have an established working Board

- Have a Strategic Plan

Applicant shall submit the following mandatory items:

1. Application format (Microsoft Office Document Format) completed in English
2. CVs of the implementation team and experts (English or Romanian)
3. Monthly workplan (English or Romanian)
4. Link to the publicly available Annual Activity Report
5. Copy of Strategic Plan (English or Romanian)
6. List of Board members and scanned and signed minutes of the last two meetings.